

WORDS OF PRAISE

The Following Indorsements From the Press, Financial Institutions and Customers Prove Not Only the Great Merit of the Kellerstrass Whiskey, but the Company to Be the Greatest Distilling Company in the World.

PATRONS IN EVERY STATE.
KELLERSTRASS DISTILLING COMPANY'S GOODS WIDELY KNOWN.

In the Kellerstrass Distilling Company Kansas City has one of the biggest whiskey manufacturing concerns in this country. Its goods are shipped into every State in the Union, from Maine to California and from North Dakota to Texas. The company make a specialty of the mail-order trade, and travelers in remote country places are agreeably surprised when invited by some isolated planter, trapper or miner to indulge in an "eye-opener" to note that the bottle set before him contains the Kellerstrass label.

The Kellerstrass establishment had a modest beginning, but its growth has been steady and rapid. Building after building has been added to its plant, and the capacity of the distillery is being increased constantly. It is no unusual sight to see from twenty to forty express wagons backed up in front of the Kellerstrass shipping department, waiting to be loaded with goods consigned to the four points of the compass.

It is no exaggeration to say that the Kellerstrass goods are better known in hundreds of the smaller towns than they are at home. This is natural, as before pointed out, on account of the popularity of this great distillery's product with the purchasers by mail order. Nine men out of ten, it has been asserted, whether they be from Massachusetts, Oregon, Alabama or Arizona, will, upon being asked what brand of whiskey they keep at home for medicinal and family use, promptly answer "Kellerstrass."

Kellerstrass whiskey is, however, fast becoming better known in the larger cities. There are very few first-class places where it is not sold, and persons who become acquainted with its flavor thereafter insist upon being served with no other brand. It is the universal home whiskey and every wise mother has a bottle of it in the family medicine chest ready for emergencies.—St. Louis Globe-Democrat, December 16, 1902.

The Kellerstrass Distilling Company of Kansas City, Mo., the proprietors of Kellerstrass Rye Whiskey, have one of the most completely equipped plants of the kind in the world. They make the whiskey, bottle it, pack it for shipment and send it direct to the consumer without ever allowing it to pass through the hands of the dealer. By this method of dealing the purity of the whiskey is insured, and the company can guarantee its uniform quality and flavor to the consumer.—St. Louis Republic, November 9, 1902.

The delicious flavor and the purity of Kellerstrass Rye is proverbial. This well-known whiskey is made by the Kellerstrass Distilling Company of Kansas City, Mo. Millions of bottles of it have been sold and not a single customer has ever expressed his dissatisfaction. This is a remarkable record and certainly speaks well for the high grade of this famous whiskey.—Chicago American, November 8, 1902.

It pays to satisfy people at this day and age. The merchant who sells on the "satisfaction or money back" plan, and adheres to it strictly, is seldom heard to complain of a scarcity of business. The Kellerstrass Distilling Company of Kansas City, Mo., has fully 30,000 customers, every one of whom it claims is satisfied. Their great success under these conditions is not so remarkable after all.—Minneapolis Farmers' Tribune, November 7, 1902.

The development of the mail-order business in the last few years has been little short of marvelous. It is now possible to buy and sell almost anything on the mail-order plan. The Kellerstrass Distilling Company of Kansas City, Mo., which has long been famous for the purity of its whiskey, has adopted the plan of selling direct to the consumer. The business of this company has developed until the entire output of its distillery is now sold in this way, and it is said the express companies are almost swamped by the enormous shipments that go out from the Kellerstrass Company every day.—Commercial-Appel, Memphis, November 4, 1902.

Kellerstrass Rye, the famous whiskey of the Kellerstrass Distilling Company of Kansas City, Mo., is known and used by more people than any other brand of whiskey. Its wonderful popularity is due to its absolute purity and delightful flavor. In order to avoid any possibility of adulteration, the Kellerstrass Company ship their whiskey direct from their distillery to the consumer, never selling to dealers under any circumstances. They guarantee the quality of the whiskey, and will refund money in case it does not prove perfectly satisfactory. That it is all they claim is proven by the fact that the company has over 30,000 regular customers residing in all parts of the United States and Canada.—Burlington (Ia.) Hawkeye, November 15, 1902.

Kansas City, Mo., boasts of the fact that it has the largest mail-order whiskey house in the world. This is the Kellerstrass Distilling Company, which has established a national reputation for the purity of its whiskey. This company has fully 30,000 customers and ships whiskey to every State and Territory in the Union.—Houston Post, November 4, 1902.

The adulteration of whiskey has become so universal a practice it is almost impossible for the consumer to secure at any price whiskey that is absolutely pure. This is not the fault of the distiller, but the middle man or retail dealer. The Kellerstrass Distilling Company of Kansas City, Mo., in order to insure its whiskey reaching the consumer in the same pure state that it leaves the distillery, has adopted the plan of selling and shipping direct to its customers. That this plan is proving popular is evidenced by the fact that the Kellerstrass Company has grown to be the largest whiskey house in the world.—Atlanta Constitution, November 4, 1902.

Some dealers adulterate their whiskey because they can thus make a larger profit. That they make a serious mistake is demonstrated by the wonderful success of the Kellerstrass Distilling Co. of Kansas City, Mo., which has built up its enormous trade entirely by selling a whiskey that is absolutely pure. This company sells millions of bottles of its famous whiskey every year and is generally conceded to be the largest whiskey house in the world.—Times, Boston, Nov. 7, 1902.

The wonderful growth of the Kellerstrass Distilling Co. from a small concern to the largest mail-order whiskey house in the world, demonstrates beyond all doubt that up-to-date business methods, when coupled with an article of merchandise of the highest quality, will produce wonderful results. This company, which is located in Kansas City, Mo., has achieved its great success by selling the highest grade whiskey at a price liberally charged for the inferior grades.—St. Joseph Gazette, Nov. 16, 1902.

Kellerstrass Rye is used regularly by more people than any other brand of whiskey in the world. This whiskey is noted for its purity, its delicate flavor, and its uniformity of taste and color. The Kellerstrass Distilling Co. of Kansas City, Mo., the makers of this famous whiskey, deal with their customers direct. They employ no salesmen and do not sell to dealers. They claim that this is the only way they can be sure of their customers receiving the whiskey in the same pure state it leaves the distillery.—St. Joseph News, Nov. 15, 1902.

\$1.00 is a pretty big express bill, but this was the amount paid to the express companies last year by the Kellerstrass Distilling Co. of Kansas City, Mo. This company ships its whiskey direct to its customers and is undoubtedly the largest company of its kind in the world. The Kellerstrass Company guarantees its whiskey to be absolutely pure and agrees to refund money if it does not prove perfectly satisfactory.—Chicago Saturday Blade, Nov. 8, 1902.

The American National Bank of Kansas City, Mo., Sept. 27, 1902.—To Whom It May Concern: We take pleasure in recommending to the business community the Kellerstrass Distilling Co. of this city, of which Mr. Ernest Kellerstrass is president. Ever since they were established in this city they have transacted their banking business with us, and we have watched with interest the wonderful growth of their business. Their phenomenal success is an unfailing indication of integrity, knowledge and indefatigable energy. We have given them permission to use our bank as reference, having answered many inquiries about them, and there is not a single case reported to us that did not come up to our recommendations. We wish this progressive firm abundant success in the future, in which they are certainly entitled, and, no doubt, will obtain. Very truly yours, G. B. GRAY, Cashier.

Traders Bank of Kansas City, Kansas City, Mo., Sept. 27, 1902.—To Whom It May Concern: I take pleasure in stating that I have for several years done business with the Kellerstrass Distilling Co. of this city, of which Mr. Ernest Kellerstrass is president, and that our relations have been most satisfactory. Their credit standing is first-class, and the wonderful growth of their business during the past five years is abundant evidence of their sound dealings with their customers. Yours very truly, J. R. DOMINICK, President.



4 FULL QUARTS

The Best Whiskey Made

\$3.15

Express Charges Prepaid

KELLERSTRASS
DISTILLING COMPANY

KANSAS CITY, U. S. A.

The above firm are sole owners of Registered Distillery No. 22 of the Sixth District of Missouri. When writing them please mention The St. Louis Republic.